



*Intellectual Property Law*

## FACSIMILE COVER SHEET

May 9, 2011

Receiver: **Khan Le**

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Sender: Michael L. Day

Our Ref. No.: IGT1P419BX1/P00014-010

Re: 10/699,631, Interview 11 May 11 (Office Action mailed 1 April 11)

Pages Including Cover Sheet(s): **24**

### **MESSAGE:**

Dear Examiner Le:

Thank you for scheduling the subject Interview. In preparation for the Interview, please find attached a PTOL413A Request for Interview and continuation sheet thereto.

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### **CONFIDENTIALITY NOTE**

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PTOL-413A (08-10)  
Approved for use through 07/31/2012, OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

## Applicant Initiated Interview Request Form

Application No.: 10/699,631 First Named Applicant: Javier Saenz  
 Examiner: Kim, Kevin Y. Art Unit: 3714 Status of Application: Pending

## Tentative Participants:

(1) Michael Day, Atty for Applicants (2) Khan H. Le

(3) \_\_\_\_\_ (4) \_\_\_\_\_

Proposed Date of Interview: 11 May 2011Proposed Time: 2:00 PM EDT (AM/PM)

## Type of Interview Requested:

(1)  Telephonic (2)  Personal (3)  Video Conference

Exhibit To Be Shown or Demonstrated:  YES  NO

If yes, provide brief description: \_\_\_\_\_

## Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>103(a)</u>	<u>Claim 1</u>	<u>Walker, Pierce, Boushy</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Continuation Sheet Attached  Proposed Amendment or Arguments Attached  
 Brief Description of Arguments to be Presented: See Continuation Sheet

An interview was conducted on the above-identified application on \_\_\_\_\_

NOTE: This form should be completed and filed by applicant in advance of the interview (see MPEP § 713.01). If this form is signed by a registered practitioner not of record, the Office will accept this as an indication that he or she is authorized to conduct an interview on behalf of the principal (37 CFR 1.32(a)(3)) pursuant to 37 CFR 1.34. This is not a power of attorney to any above named practitioner. See the Instruction Sheet for this form, which is incorporated by reference. By signing this form, applicant or practitioner is certifying that he or she has read the Instruction Sheet. After the interview is conducted, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible. This application will not be delayed from issue because of applicant's failure to submit a written record of this interview.

/ Michael L. Day /

Applicant/Applicant's Representative Signature

Michael L. Day

Typed/Printed Name of Applicant or Representative

55,101

Registration Number, if applicable

Examiner/SPE Signature

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO in process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.31 and 1.34. This collection is estimated to take 24 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

NOT ENTERED

Draft claim amendment

1. A method comprising:

~~causing the display of displaying~~ a floor diagram of a gaming establishment on a display device, said floor diagram including locations of gaming devices within the gaming establishment, said display device communicatively coupled to a central server and to a patron database, and said display device configured to display a first interface and a second interface, wherein access to said first interface and said second interface is limited to a system user, said system user being an operator employee of said gaming establishment;

receiving an input from the system user of a specified time period, wherein the  
[[said]] patron database ~~comprising~~ comprises:

stored patron information relating to each of a plurality of patrons and historical transaction information involving said plurality of patrons; and

observed preference data, said observed preference data: (i) representing patron behavior observed in the gaming establishment for at least a first patron of said plurality of patrons for the specified [[a]] time period of time specified by the operator and (ii) comprising at least one of a gaming preference based on observed time played or actual win or theoretical win and a restaurant preference based on observed restaurant patronage;

~~causing the display of displaying~~ the first interface on the display device, said first interface comprising a visual indicator of a location of said first patron rendered on the floor diagram of said gaming establishment;

and

~~causing the display of displaying~~ the second interface on the display device, said second interface comprising information indicating at least one recommendation of an award to offer be offered by the system user to the first patron, said recommendation resulting from the central server:

defining a plurality of profiles associated with a corresponding plurality of profile valuations;

evaluating substantially real-time transaction activity of said first patron;

generating assigning a profile [[for]] to said first patron, by selecting said profile from the plurality of profiles based at least upon portions of each of said historical transaction information pertinent to said first patron, said substantially real-time transaction activity, and said observed preference data;

matching two or more awards to [[said]] the assigned profile;

determining for each of the awards a respective likelihood of acceptance by said first patron based upon the historical transaction information and the observed preference data; and

sorting the two or more awards according to the respective likelihoods of acceptance.

#### REMARKS

The draft claim amendment obviates the grounds for the §101 and §112 rejections, incorporates subject matter from claim 2, and

(i) clarifies that access to a first interface and a second interface of a display device is limited to *a system user, said system user being an employee* of said gaming establishment; (ii) adds the step of

*receiving an input from the system user of a specified time period*, wherein the patron database comprises: observed preference data, said observed preference data: (i) representing patron behavior observed in the gaming establishment for at least a first patron of said plurality of patrons for *the specified time* period; and

(iii) clarifies that at least one recommendation of an award is to *be offered by the system user* to the first patron, said recommendation resulting from the central server: *defining a plurality of profiles associated with a corresponding plurality of profile valuations; assigning a profile to said first patron, by selecting said profile from the plurality of profiles based at least upon portions of each of said historical transaction information pertinent to said first patron, said substantially real-time transaction activity, and said observed preference data; and matching two or more awards to the assigned profile.*

At least the emphasized features of the above-amended independent claim are not found in the references relied on by the Office Action.